

## Message Text

UNCLASSIFIED

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12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W  
----- 005732

R 260557Z NOV 76  
FM AMEMBASSY TOKYO  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 3798

UNCLAS TOKYO 17417

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: OPERATIONS RESEARCH: MULTI-STUDY CONTRACT, FY 1977 - JAPAN

REF: USDOC 18210

1. OF THE SEVEN FIRMS INVITED TO BID FOR SUBJECT MR. MITSUBISHI CHASE MANHATTAN CONSULTING CO., IBI INC., AND FUJI NATIONAL CITY CONSULTING LTD. DECLINED BECAUSE OF CONFLICTING WORKLOADS. FOUR BIDS RECEIVED WERE AIRMAILED TO OIM/MRD NOV. 19. SUMMARY FOLLOWS: (EXCHANGE RATE: US\$1.00 EQUALS YEN 290)

| PRICE PER STUDY | NO. OF PERSONAL INTERVIEWS |
|-----------------|----------------------------|
|-----------------|----------------------------|

|                                            |                              |
|--------------------------------------------|------------------------------|
| A.T. KEARNEY INT'L M YEN1,350,000(\$4,655) | 30 PLUS TELEPHONE INTERVIEWS |
| INC. (ATK)                                 |                              |

|                                         |                      |
|-----------------------------------------|----------------------|
| PACIFIC PROJECTS, YEN1,380,000(\$4,759) | MINIMUM 30 PLUS      |
| LTD. (PPL)                              | TELEPHONE INTERVIEWS |

|                                      |                      |
|--------------------------------------|----------------------|
| PEAT, MARWICK, YEN1,485,000(\$5,021) | 30-40, PLUS 15-20    |
| MITCHELL & CO. (PMM)                 | TELEPHONE INTERVIEWS |

|                                         |            |
|-----------------------------------------|------------|
| DODWELL MARKETING YEN1,750,000(\$6,034) | MINIMUM 50 |
| CONSULTANTS (DMC)                       |            |

2. ON BASIS OF THEIR PAST WORK FOR COMMERCE, EMBASSY BELIEVES ALL OF FOUR FIRMS ARE QUALIFIED AND COULD DO CREDITABLE JOB. THEY ALL HAVE SOME PREVIOUS EXPERIENCE OF FIELDS RELATED TO THE THREE STUDIES MENTIONED IN REFTEL. DMC'S HIGHER PRICE SEEMS REASONABLE IN VIEW OF NUMBER OF PERSONAL INTERVIEWS PROPOSED.

3. EMBASSY RECOMMENDS ATK ON BASIS OF WELL-WRITTEN PROPOSAL, GHIHLY QUALIFIED RESEARCH STAFF (INCLUDING THOSE OF SUMITOMO UNCLASSIFIED

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BUSINESS CONSULTING), AND EXCELLENCE OF ATK'S MARKET RESEARCH

STUDIES CONDUCTED UNDER FY 1976 ANNUAL OIM CONTRACT. SINCE  
EMBASSY HAS NOT HAD ANY NEGATIVE FEEDBACK FROM OIM DURING PAST  
YEAR, WE ARE ASSUMING THAT IT HAS ALSO BEEN SATISFIED WITH  
QUALITY OF ATK'S STUDIES.  
HODGSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 26 NOV 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
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**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**From:** TOKYO  
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**Line Count:** 66  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** powellba  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 04 AUG 2004  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <04 AUG 2004 by castels>; APPROVED <23 NOV 2004 by powellba>  
**Review Markings:**

Margaret P. Grafeld  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** OPERATIONS RESARCH: MULTI-STUDY CONTRACT, FY 1977 - JAPAN  
**TAGS:** BBSR, JA  
**To:** COM  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006